

The Acceptance of Street Food Among University Students in Universiti Malaysia Kelantan, City Campus

Nur Syaheera Binti Amran, Nur Syahira Izzati Binti Shahidan, Nur Syamimi Binti Mohd Hanafi, Nur Syamsina Binti Md Sabri & Puan Harnidah Binti Samengon

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email:harnidah@umk.edu.my

ABSTRACT

This study aims to examine the acceptance of street food among university students at Universiti Malaysia Kelantan. Thus, the researcher wants to know the relationship between food price, attraction, and service quality with the acceptance of street food among university students in UMK City Campus. This study uses quantitative approaches. The questionnaire was administered to capture the necessary data. The evaluation has been completed on 370 total responses. The finding of this research showed that the whole hypothesis is accepted. Food price and quality of service got more responses and feedback. The two independent variables are positively associated with the acceptance of street food among university students in UMK City Campus. On the other hand, the attraction exhibited a weak link with the acceptance of street food among university students in UMK City Campus.

Keywords: hawker, price, attraction, service quality, food truck

INTRODUCTION OF THE STUDY

Research is essential for success in many professions, with action planning, gathering data to support theories, and advancing knowledge. This article explores university students' attitudes toward eating fast food.

Street food consumption habits have changed due to sociocultural changes, so states in Malaysia should brand their cities and market their street food to preserve their reputation and improve their tourism business. Street food acceptance towards university students plays a significant role.

People prefer street foods because of their variety, affordability, and accessibility in many nations. Therefore, eating these meals is widespread around the world. Numerous studies have been conducted on whether eating street food is associated with an increased risk of contracting a disease. This is primarily due to the lack of understanding that street food vendors have regarding sanitation and food safety, as well as the high quantities of infectious germs that have been detected in street food samples. This research has highlighted the significance of the issue.

Today, food-borne illnesses infect millions of people, resulting in thousands of fatalities worldwide (Pilling et al., 2016). One of the elements that contribute to the spread of diseases that are brought on by food sources is the lack of awareness about food safety among those who sell food on the street. Additionally, deficiencies were discovered in numerous studies conducted in some nations regarding the use of hygiene and sanitation, food preparation,

adherence to food safety regulations, and street food vendor knowledge. A lack of sanitation, challenges in obtaining clean drinking water, the inability to remove waste, and other environmental issues, and the fact that street food is not subject to legislation all contribute to increased risks associated with preserving the integrity of food safety standards.

In addition, food tourism is a growing category in the tourist industry, with local cuisine boosting the local tourism industry and customer loyalty. However, street food has become a concern due to the growth in food-borne illnesses in developing nations, with 691 incidents of food poisoning and 49 fatalities in Malaysia.

The four aspects of food quality essential to eating are food safety, nutrition, value, and packaging. Food quality is a critical component in the eating process. Customer expectations, product or service quality, and overall cost all play a role in overall satisfaction, which is determined by customer expectations. Customer satisfaction and acceptance are also key elements. Since it satisfies the requirements of the urban population, street food is an essential component of the food supply chain. Urbanization has increased the number of street food vendors, but the recession and high inflation rates have increased food insecurity.

Street food benefits hawkers and locals economically, but it is still a health risk if not prepared hygienically. The World Health Organization (WHO) proposes using the critical hazard control approach (HACCP) as the most practical and adaptable way to increase street food quality. Penang's street food is well-known among locals and visitors, but the location of the businesses raises concerns about its hygiene and safety. If vendors don't take safety precautions, they endanger the health and safety of the public.

There are three objectives of this study:

- i. To determine the relationship between food price and the acceptance of street food among UMK students.
- ii. To identify the relationship between attraction and the acceptance of street food among UMK students.
- iii. To determine the relationship between service quality and street food acceptance among UMK students.

SIGNIFICANCE OF THE STUDY

The outcomes of this survey will assist vendors in determining the level of demand for street food among UMK students while also providing additional helpful information to others interested in the topic. Street food offers affordable, quickly accessible food to urban residents, so it is important to research it.

1. Business operator/restaurant

Perhaps this study can assist them in determining how university students and the general public interpret street food. Therefore, business/restaurant operators can use this study as a reference in their respective businesses to increase sales and attract customers.

2. Economy

In addition to providing work for themselves, street vendors often generate jobs for others, such as porters, security personnel, transporters, and storage companies. Licensing and permit fees, fines and penalties, and taxes are common ways cities make money.

LITERATURE REVIEW

INTRODUCTION

A literature review is a piece of academic writing that contextualizes and evaluates the academic literature on a given subject, including university students' acceptance of street food.

ACCEPTANCE OF STREET FOOD

DEFINITION ACCEPTANCE OF STREET FOOD

Street food is a popular tourist attraction in developing nations due to its affordability, convenience, and accessibility. It is typically served in vans or kiosks and is popular with the middle and lower middle classes (R. A. (2014).

Street food is a popular option among university students due to its convenience and cost-friendliness. It is often provided in convenient takeaway packages for less money, and many nations promote it in various ways.

Street food is popular in Malaysia due to its affordability and convenience, making it a popular choice for middle-class consumers. It is prepared in front of the customer, allowing them to change spices and save time (Grover, N., 2012).

FOOD PRICE

Low-income consumers are more aware of the price and worth than higher-income consumers, and street food sales among university students are cheaper and more convenient due to time savings and convenient location.

Street food sellers need to find strategic sites that are easily accessible and affordable to attract low-income consumers in developing nations. Creativity in interacting with customers can help retain customers.

ATTRACTION

Street food attracts university students due to its cultural norms, environmental protection, traditional landscapes, and economic activity.

1. Cheap and inexpensive

Price is essential in determining a consumer's intention to purchase, and street food is widely accepted due to its cost-effectiveness.

2. Represents the local cuisine

Street food is a universal language that brings people of different cultures together through the mouth, deepening their connection and spreading the message that there is nothing wrong with being different. Street food is a great way to experience the

uniqueness of the cuisine of the country where you are studying, such as Nasi Kerabu and Budu.

3. Street food has a variety of foods to choose from
Street food is famous for university students due to its variety, peace of mind, and affordability. It offers authentic food and is prepared quickly, saving time and money.

QUALITY OF SERVICE

Street food owners must use marketing skills to become more competitive and ensure the success of their business. They must also provide the best customer service, as university students buy food on the street faster than at restaurants.

Street food is widely used and can be replicated without sacrificing additional benefits. It has valuable specialties to customers, a tacit understanding of products and creative cooking techniques, uniqueness, diversity, high-quality food, and good service that make it sustainable. It is also related to the relationship factor based on mutual benefit for both parties.

Relationship between food price, attraction and service quality and acceptance of street food among university students

Price is a key factor in determining customer happiness and satisfaction with dining hall services, as well as when choosing where to eat, as it can attract customers. Price has a significant influence on purchasing interest, with university students wanting food and beverages at affordable prices. Respondents compare prices of street foods before purchasing, believing that current prices are reasonable and lower-cost foods may have poorer nutritional value.

The relationship between attraction and the acceptance of street food among university students will benefit society by establishing a local culinary culture, creating employment, and boosting tourism. Street food is prepared food and beverages served by merchants on the street, which is convenient, delicious, and inexpensive. Street food is considered a meal replacement and an attractive component of night markets in Asian countries. Students' satisfaction is measured by evaluating their educational experiences in relation to available services and facilities.

The association between hawkers' focus on treating customers properly, answering their queries, and going above and beyond expectations and acceptability of street food among university students. Alexander (2006) asserts that providing services necessitates direct interaction with customer service representatives and, when done correctly, starts to develop relationships based on trust. Informing friends, family, and co-workers about a business increases consumer satisfaction.

Research Hypothesis

H1: There is a relationship between price and the acceptance of street food among university students.

H2: There is a relationship between attraction and the acceptance of street food among university students.

H3: There is a relationship between service quality and street food acceptance among university students.

Research Framework

Figure 1 shows the conceptual framework for this research. The three acceptance that makes up the independent variable that will be proposed are food price, attraction, and quality of service. The dependent variable is the acceptance of street food.

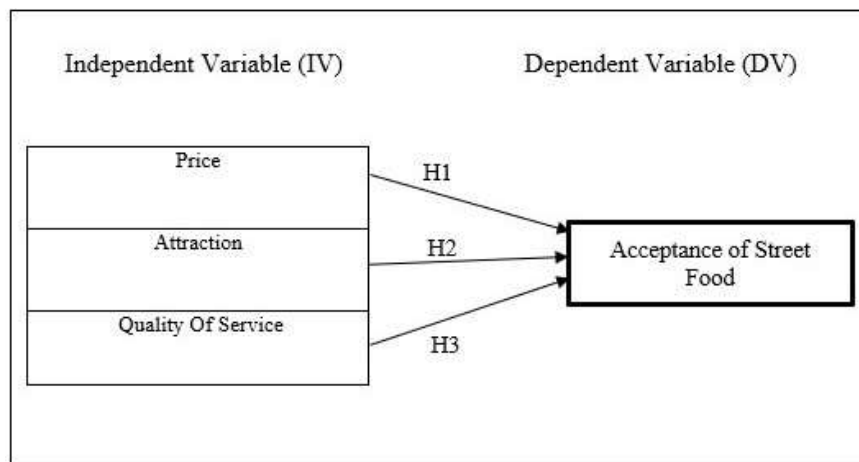


Figure 1: Conceptual Framework of the relationship between food price, service quality attraction

METHODOLOGY

Research Design

The research design is the framework that governs a researcher's approaches and actions in conducting a study. A descriptive study of students at the University of Malaysia Kelantan uses quantitative methodologies to solve research questions that require an explanation of patterns or the link between pricing, attraction, and quality of service. This design contributes to answering research questions and achieving research objectives.

Population and sample size

The total number of students at City Campus is almost 10,971 students. Researchers choose university students at UMK City Campus as population researchers. This might necessitate choosing s , a sample size of only 370 students at UMK, City Campus according to the sample size from a given population (Krejcie & Morgan, 1970). The population size, or n , in this scenario is 10 000.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.
S is sample size.

Table 1: Sample size Krejcie & Morgan, 1970

The population of this study is the number of university students at Universiti Malaysia Kelantan, City Campus, who embrace street food. The total of students at City Campus is almost 10,971 students. Researchers choose university students at UMK City Campus as population researchers because street food makes it more attractive for their categories to hang out with their friends or close friends on weekends. A sample is a representative selection of a population. It is a smaller community with characteristics drawn from the population. Assumptions and observations made in relation to the sample data result are reflected in the population. The population sample size is 370 questionnaire responses from respondents. We must focus on a subset of that wider population because they would randomly accept it. This

might necessitate choosing a sample size of only 370 students at UMK, City Campus according to the sample size from a given population (Krejcie & Morgan, 1970). The population size, or n , in this scenario is 10,000.

Data Collection

The method of data collecting utilized in the first step of this investigation was online surveys carried out with Google Forms. The researcher chose this collection of technological tools since it could be accessed without cost and was simple to operate. Additionally, it makes it simpler for the researcher to obtain data from students at the UMK City Campus. The questionnaire was likewise used as the primary data-gathering instrument in this study. A questionnaire is a tool used in research that consists of a series of questions to gather information from respondents through a survey. The respondents must respond to all three parts of this section. In order to obtain data from university students at the UMK City Campus, the questionnaire was made available to the general public.

The website's Google Form will contain the content of the research purpose for the respondents. There are four parts to the section that respondents need to tick for their answer, and the answer is the data that we collect for the research. The questionnaire is delivered to a number of university students in Malaysia about street food.

Sampling

Sampling is a statistical approach in which researchers select a random sample of observations from a larger population. The sampling or selection of the sample used for the study is aimed to ensure that the sample is sufficiently representative to identify its characteristics and analyze the data (Shiksha, 2020). Sampling aims to acquire information from a smaller group that represents the overall population. Two significant categories of sampling methods can use, which are probability sampling and non-probability sampling. But in this study, the researchers chose cluster sampling-based probability sampling approaches. UMK students were the target population for the samples.

Using probability sampling techniques, all potential sample subjects in the target population have an equal chance of being chosen (Wretman, 2010; Moorley, 2014). This investigation selected a probability sampling strategy, such as cluster sampling, as the sample design. Form the clusters – a crucial step in ensuring the study's validity due to the meticulous analysis that ensures the elements represent the entire population in each and across the groups (Thomas, 2020).

Data Analysis

The researcher gathered information from target respondents and analyzed it with the Statistical Package for Social Science (SPSS). SPSS is a data processing and analysis program that allows you to make tables and pie charts. The data analysis includes descriptive statistics, reliability tests, and Pearson correlations. All data analysis methods are discussed in the following subsection.

Descriptive statistics are used to explain the most important aspects of study data. The sample and measurements provided contain simple summaries and measures. They form the

basis for almost all quantitative data analysis and simple graphical analysis. In addition, descriptive data is used to convey information so that the research data generated can be used by others who need it. Test reliability is examined in terms of the items' general, group, and specific aspects, as well as the consistency scores in these factors, which vary from trial to trial. The degree of accuracy and reliability, or the consistency with which a test assesses a characteristic, is referred to as reliability. Moreover, according to (David Nettleton, 2014), the Pearson correlation method is the most popular technique for using numerical variables. It assigns a value between -1 and 1 , where 0 is no correlation, 1 is positive, and -1 is negative.

Pearson's correlation coefficient can be used to put to statistical test hypotheses because it is an inferential statistic. The test can also be used to determine whether or not there is a significant relationship between the two variables, which the researcher can determine.